

H1N1 (swine flu) communications

Spring lessons, Fall plans

Spring surge

Late April - early May 2009:

- 9 media briefings and 8 media releases
- Well over 200 media calls
- Launched a major media “stop germs” campaign
- Activated a staffed call center
- At least 9 separate information sheets
- Distributed materials to hundreds of government, business and community partners
- Over 50 staff involved

Child Care

**Schools &
Parents**

**Affected
Neighbor-
hoods**

Employers

**Vulnerable
Populations**

Public Health
Seattle & King County



**City &
County
Agencies**

**Other Health
Depts**

**State Dept
of Health**

Staff

Health Care

Media

Meet the press

- Frequent briefings
- Web updates
- Consistent schedule
- 3rd party experts




www.kingcounty.gov/health/h1n1

H1N1 virus (swine flu) - Microsoft Internet Explorer

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Address <http://www.kingcounty.gov/healthservices/health/preparedness/pandemicflu/swineflu.aspx> Go Links >>



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Public Health - Seattle & King County

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Public Health home

2009 Public Health Budget

Public Health Centers and other office locations

Multiple language materials

Board of Health

Birth and death records

Child and youth health

Chronic diseases

Codes, regulations and other jurisdictions

Communicable diseases and immunization

Data, publications and reports

Digital Library

Drug and tobacco prevention

Environmental health services


Emergency preparedness

H1N1 virus (swine flu)


H1N1 virus, also known as "swine flu" and "swine Influenza A" is a virus that can spread from people who are infected to others through coughs and sneezes. When people cough or sneeze, they spread germs through the air or onto surfaces that other people may touch. H1N1 virus is not transmitted from pigs to humans or from eating pork products.

Human cases of H1N1 Influenza A in King County
Updated May 19, 2009, 4:30 pm


Confirmed: 307
[Case details \(PDF\)](#)

 **Learn what you can do to protect your family by viewing the information below. For information about H1N1, call the Flu Hotline at 877-903-KING (5464). TTY Relay: 711. Available in English and Spanish/Español.**

Confirmed human cases of the H1N1 virus (swine flu) have been reported in multiple states. Internationally, there are reported outbreaks in Mexico, Canada and other countries around the world. Although most cases of the H1N1 human swine flu infection have been mild, health officials are closely monitoring and responding aggressively to the outbreaks in an ongoing effort to reduce the spread and severity of illness.

 **[What is Public Health - Seattle & King County doing now?](#)**
Describes Public Health's role in working with local area health care providers, monitoring and surveillance, and what Public Health has done to prepare for an influenza pandemic.

[Get H1N1 \(swine flu\) e-mail updates](#)

 As a subscriber, you'll get an email alerting you of significant information posted to this page.

[RSS](#) [What is RSS?](#)

Public Health - Seattle & King County Hotline:








- 877-903-KING (5464)












WA State Dept. of Health (DOH):

- [DOH Web site](#)
- DOH Info Line: 888-703-4364

Centers for Disease Control & Prevention (CDC):

- 800-232-4636
- 888-232-6348 TTY
- cdcinfo@cdc.gov

Discussions        Discussions not available on <http://www.kingcounty.gov/>

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Key message partners

- Schools
- Health care
- Government and private sector
- Public health agencies

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